



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 06/02 thru 06/08
(prices in dollars per carton)

Fri. Jun 02, 2006

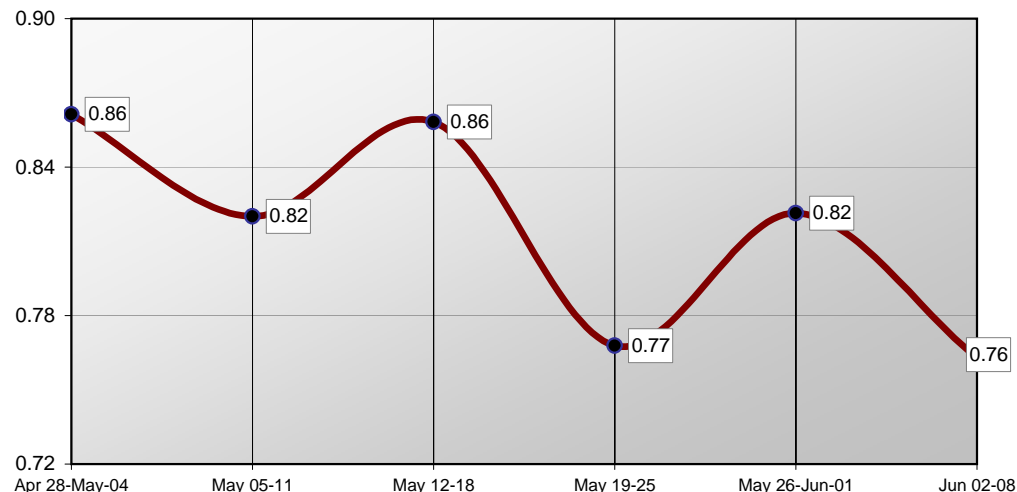
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		48.9% of 17,000 stores				27.2% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	130	1.15	310	0.83			130	1.10
	White 18 pack			930	1.15			80	1.59
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	330	0.89	2,400	0.77	110	0.69	800	0.75
SPECIALTY	White 18 pack	120	1.00	560	1.01			590	1.23
	Brown 12 pack								
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack	380	4.00	2,540	3.17			110	2.99
	OMEGA-3								
CAGE-FREE	White 12 pack	60	2.50	930	2.28	10	2.00	330	2.10
	Brown 12 pack	590	2.36	590	2.36				
	White 12 pack								
	Brown 12 pack			1,720	2.40	30	2.50	380	2.32
	ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/
Regular Shell Eggs (XL/LG; AA/A; W/B)				4,780		1,710		Large Eggs on	
Specialty Shell Eggs				6,810		860		May-29-2006	
Total (including Medium)				11,610		3,110		371.6	
Special Rate 4/:				2.9%		10.9%		down 7%	

5/: Inventory in thousands of 30-dozen cases.

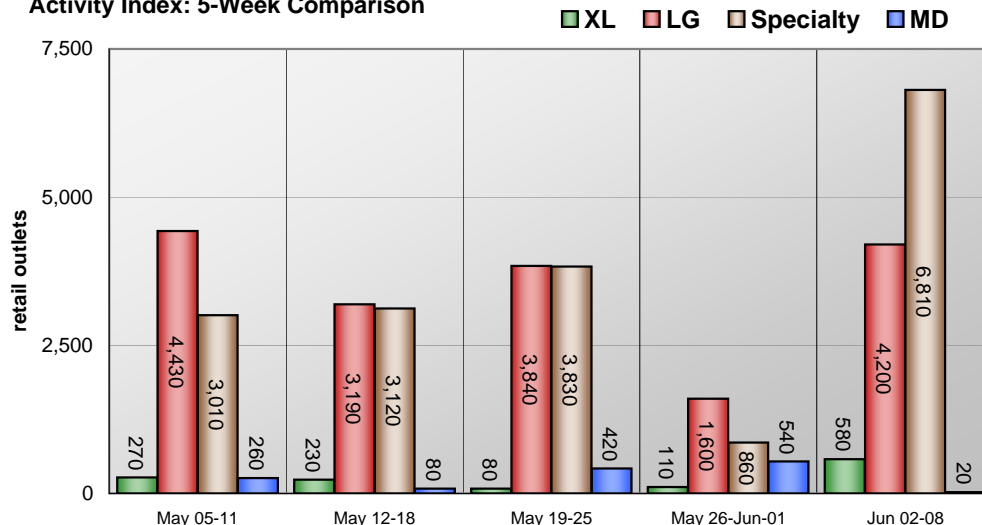
Shell Egg Featuring - 06/02 thru 06/08

Overall feature activity increased significantly following the holiday weekend. Sampled outlets promoting specialty eggs dominated the ad space this week. USDA Organic large brown eggs claimed top spot in the specialty egg sector, followed closely by cage free large brown. Omega-3 white eggs are still highly visible. The Northeast and Northwest regions reflect over 70% of supermarkets with specials. Although large Grade A shell eggs are actively featured, the weighted average price to consumers declined from a week ago. Medium egg promotions are harder to find than in previous weeks.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
1/ Feature Rate 2/ Activity Index		73.0% of 3,900 sampled outlets Activity Index = 5,180 (includes Medium)						19.1% of 4,700 sampled outlets Activity Index = 1,030 (includes Medium)						45.0% of 2,800 sampled outlets Activity Index = 1,920 (includes Medium)							
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE				
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/		
USDA GRADE AA	White 12 pack	1.19	110	1.19	0.75 - 1.00	120	0.97				0.77		0.77				0.58	10	0.58		
	White 18 pack										0.88	30	0.88				1.00	210	1.00		
	Brown 12 pack																				
MEDIUM		White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.50 - 1.00	1,460	0.77	0.88 - 0.94	100	0.91	0.50 - 0.96	350	0.75	0.88	210	0.88	0.50 - 0.88	510	0.78		
	White 18 pack				0.99 - 1.00	90	0.99	1.00		1.00	1.00 - #####	120	1.34				0.88 - 1.00	310	0.90		
	Brown 12 pack																				
MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack							
S P E C I A L T Y	USDA ORGANIC																				
	White 12 pack																				
	Brown 12 pack		4.00	380	4.00	2.99 - 4.00	680	3.64				2.99	50	2.99				2.99 - 3.69	10	3.04	
	OMEGA-3																				
	White 12 pack		2.50	60	2.50	1.50 - 2.04	500	1.90										2.29 - 3.00	430	2.72	
Brown 12 pack		2.29 - 2.50	520	2.34	2.29 - 2.50	520	2.34	2.50	70	2.50	2.50	70	2.50								
CAGE-FREE																					
White 12 pack																					
Brown 12 pack					2.29 - 3.29	740	2.60				2.00 - 2.50	240	2.14				2.00 - 3.00	230	2.90		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)							
1/ Feature Rate 2/ Activity Index		59.9% of 2,700 sampled outlets Activity Index = 1,660 (includes Medium)						48.9% of 1,900 sampled outlets Activity Index = 760 (includes Medium)						75.9% of 1,000 sampled outlets Activity Index = 1,060 (includes Medium)							
USDA GRADE AA	White 12 pack				0.69	80	0.69	0.96	20	0.96	0.69 - 1.00	80	0.85				0.50 - 0.69	20	0.62		
	White 18 pack				1.00 - 2.69	370	1.05				2.69	80	2.69				0.79 - 1.00	240	0.98		
	Brown 12 pack																				
MEDIUM		White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack	0.94	20	0.94	0.67 - 0.96	80	0.81														
	White 18 pack	1.00	120	1.00	0.88	40	0.88														
	Brown 12 pack																				
MEDIUM		White 12 pack White 30 pack			0.98	20	0.98	White 12 pack White 30 pack						White 12 pack White 30 pack							
S P E C I A L T Y	USDA ORGANIC																				
	White 12 pack																				
	Brown 12 pack					2.99 - 3.69	580	3.02				2.99 - 3.50			580	3.00	2.88 - 2.99			640	2.97
	OMEGA-3																				
	White 12 pack																				
Brown 12 pack																					
CAGE-FREE																					
White 12 pack																					
Brown 12 pack					2.00	350	2.00										1.99			160	1.99

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

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